

## Press fact sheet

### Previous winners

#### 2014 Grand Finale Winners

- Startup of the Year [Plain Vanilla](#)
- Founder of the Year [Carl Waldekranz](#)
- Best Investor [Lifeline Ventures](#)
- Best Service Provider [FundedByMe](#)
- Developer Hero [Jonas Bruun Nielsen](#)
- Best Newcomer [Jumpstarter](#)
- Startup Journalist [Greg Anderson](#)

#### 2014 Regional Winners

##### Startup of the Year

- Denmark [Airhelp](#)
- Finland [Fingersoft](#)
- Iceland [Plain Vanilla](#)
- Norway [DirtyBit](#)
- Sweden [Truecaller](#)

##### Founder of the Year

- Denmark [Søren Halskov Nissen](#)
- Finland [Sampo Karjalainen](#)
- Iceland [Þorsteinn Friðriksson](#)
- Norway [Leo Gasteen](#)
- Sweden [Carl Waldekranz](#)

##### Best Investor

- Denmark [Jesper Buch](#)
- Finland [Lifeline Ventures](#)
- Iceland [NSA Ventures](#)
- Norway [betaFACTORY](#)
- Sweden [Henrik Torstensson](#)

##### Best service provider

- Denmark [Copenhagen School of Entrepreneurship](#)
- Finland [Newco Factory](#)
- Iceland [Klak Innovit](#)
- Norway [NTNU School of Entrepreneurship](#)
- Sweden [FundedByMe](#)

#### Developer Hero

- Denmark [Jonas Bruun Nielsen](#)
- Finland [Oleg Podsechin](#)
- Iceland [Kristján Ingi Mikaelson](#)
- Norway [Wilhelm Joys Andersen](#)
- Sweden [Dimitrij Aleshkov](#)

#### Best Newcomer

- Denmark [Airtame](#)
- Finland [Trademark Now](#)
- Iceland [Blendin](#)
- Norway [Edgefolio](#)
- Sweden [Jumpstarter](#)

#### Startup Journalist

- Denmark [Daniel Laursen](#)
- Finland [Greg Anderson](#)
- Iceland [Bala Kamallakharan](#)
- Norway [David Nikel](#)
- Sweden [James Pember](#)

### The organization

#### OVERALL STRUCTURE AROUND NORDIC STARTUP AWARDS

Nordic Startup Awards (NSA) is built around an organizational structure with three levels.

#### LEVEL 1: GLOBAL STARTUP AWARDS (GSA)

This organization owns the immaterial rights to NSA, the Central European Startup Awards (CESA) and any future regions. GSA also provides the whole backbone of the awards.

Management:

Kim Balle – Partner

Peter Kovacs – Partner

James Digby – Partner

#### LEVEL 2: NORDIC STARTUP AWARDS Head Quarters (NSA-HQ)

This organization runs NSA based on the framework provided from GSA. NSA-HQ's mission is to strengthen and develop the NSA brand.

Management:

- Kim Balle – CEO & Co-Founder

- Anne Sofie – CMO
- Mignote Mesfin Libsekal – COO
- Gergely Szalay – CTO
- Philip Helmbæk – Sponsorships
- Gyda Gudmundsdottir – Marketing & Communications Coordinator

### **LEVEL 3: COUNTRY PARTNER ORGANIZATIONS (CPO)**

NSA has country partners for each of all the Nordic countries: Denmark, Sweden, Finland, Iceland, and Norway. Country Partners are in charge of the national event, marketing and working with local partners. They also own the exclusive right to represent NSA during the awards. Each year, one CPO will also be responsible for the Grand Final

Finland (Arctic Startup):

Jan Ameri – Event Director

Dmitri Sarle – CEO

Norway (Startup Norway)

Maja Adriaensen – Partner

Stina Liland Nysæther – Partner

Sweden (Startup Sweden)

Mei Wen – Organizer

Iceland (Klak Innovit)

Salóme Guðmundsdóttir

*Dilja Valsdottir*

Denmark (Trends Online)

Halgir Winther Nagata – Event Manager

Pia Elmegård – Partner

Daniel Glassow Friis Laursen – Partner

### **History**

When NSA first began in 2012, they had a vision of connecting the Nordic ecosystem and, at the same time putting the Nordic ecosystem in the global map. NSA was the first mover on this field. The vision for NSA is to continue developing the network around the organisation, creating awareness about the Nordic region and, increase the collection of data in order to present more success stories.

To date, NSA has already successfully held two award seasons: in December 2012 with a Grand Final in Copenhagen and in May 2014 with a Grand Final in Oslo.

## Motivation and aim

- ▶ Inspire, stimulate and recognize entrepreneurship through the various regions
- ▶ Create awareness for our sponsors & partners' brand, goal and mission
- ▶ Create awareness of the Startup Awards and the brand values
- ▶ Develop an ecosystem of startup enthusiasts, serial entrepreneurs and mentors from diverse and complementing backgrounds

## Data (the numbers)

### Statistics

- Facebook likes 3.141
- Website visits:
- Videos produced: 60
- Votes 2014: 5900